

2015 COLOR TRANSPROMO PROMOTION

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I. BACKGROUND AND PROGRAM DESCRIPTION

The 2015 Color Transpromo Promotion is intended to encourage producers of bills and statements to produce and mail statements that create a greater connection and response from consumers by using color messaging and is a way to grow the value of First-Class Mail and will encourage mailers to invest in color print technology.

This promotion will provide an upfront postage discount to mailers who use dynamic/variable color print for marketing and consumer messages on their bills and statements.

II. PROGRAM PARAMETERS

Registration Period	April 15 through November 30, 2015
Promotion Period	June 1 through November 30, 2015
Discount Amount	2% of eligible postage. The discount is calculated in PostalOne!® and applied to the postage statement at the time of mailing.
Eligible Mail:	First-Class Mail commercial letters that are part of an IMb Full-Service mailing.
Ineligible Mail:	Any mailpieces not sent in an IMb Full-Service mailing All Standard Mail® Periodicals Bound Printed Matter Media Mail® First-Class Mail and Standard Mail Parcels First-Class Mail cards and flats

III. ELIGIBILITY REQUIREMENTS

A. Mailpiece Content Requirements

Eligible mail pieces must include:

- A full color consumer or marketing message such as an “Onsert” or “OnStatement” to qualify, which is printed in-stream on a physical piece of paper within the content of the letter or statement. The “Onsert” or OnStatement must include a graphic and/or text in full color using a dynamic variable print process, on a transactional mail piece which is required to be mailed as First-Class Mail per DMM 233.2.2
- Full color is defined as a four-color-process using CMYK (cyan, magenta, yellow and black); this is a technical term that does not imply that four or more colors need to be present on the mailpiece.

Samples that qualify will be available on the 2015 Color Transpromo Promotion pages <https://ribbs.usps.gov/index.cfm?page=mailingpromotions>

Ineligible full color consumer or marketing messages: (include but are not limited to)

- Full color logos or the use of full color on the outer envelope alone do not qualify
- Use of pre-printed paper stock does not qualify
 - This includes any graphics, text (alphanumeric), formatting markings, and watermarks that are pre-printed
- If the full color consumer or marketing message is dynamically printed at the end or as the only item on the last page of the bill or statement it must appear to be part of the transactional document itself. The placement of a customer-specific or marketing message on the last page of the bill or statement qualifies only if that

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- page also includes the same header and footer information (E.g. Page n of n). Page formatting and paper stock also has to be the same as the other pages. This means that “inserts” do NOT qualify for the promotional discount because they are not dynamically printed at the same time the document was generated.
- The following messages printed anywhere on the bill or statement **will not** by themselves qualify for the promotion discount. Examples are (but are not limited to):
 - Messages that encourage customers to go online for the purpose of:
 - Setting up or managing electronic payment, statement, or bill presentment
 - Contacting customer service for account or billing issues
(Exception-- marketing messages that explicitly promote products or services are eligible for the promotion discount)
 - Payment status (E.g. Amount Due, Past Due, Pay Now, Payment Due, Late Payment, Pay This Amount, Remit This Amount)
 - Account status (E.g. Account Past Due, Account Delinquent)

For promotion eligibility verification please send final sample pieces to the Program Office. FCMColorPromotion@usps.gov

Samples of ineligible full color consumer or marketing messages will be available on the 2015 Color Transpromo Promotion pages

<https://ribbs.usps.gov/index.cfm?page=mailingpromotions>

B. REGISTRATION REQUIREMENTS

Participants and/or Mail Service Providers (MSPs) must register on the Business Customer Gateway (BCG) via the Incentive Program Service (gateway.usps.com). Promotion participants must complete their registration (including agreeing to the promotion terms) at least 2 hours prior to presenting the first qualifying mailing and specify which permits and CRIDs will be participating in the promotion. It is recommended that mailers register several days in advance of the first qualifying mailing. As part of the terms of participation, all mail owners must complete a survey about their participation in the promotion at the end of the promotion period.

Electronic documentation (eDoc) enrollment using Mail.dat® and Mail.XML™ enables MSPs to enroll their clients in real-time when eDocs claiming the promotion are submitted. During postage statement finalization, PostalOne! will validate that the MSP CRID in the eDoc is enrolled as an MSP. The PostalOne! system will enroll the client(s) in the promotion based on the "Mail Owner" field data, and will only then calculate the discount if there are no system Warnings. The PostalOne! system will perform validations and generate Warnings for MSPs that are not registered and for invalid CRIDs or Mailer IDs. In the case of Warnings, PostalOne! will process the eDoc and allow the mailing without failing the file. Note that the PostalOne! will not apply the promotion discount to the mailing.

C. Mailing Submission Requirements

Documentation/Postage Statement

Participating mailers will be required to affirmatively claim this promotion in the Incentive Claimed section on electronic postage statement submissions certifying each mailpiece meets all eligibility requirements. All mailpieces covered by a postage statement must meet all eligibility requirements

Mailpieces must be part of a full-service mailing. To qualify for this incentive, at least 90% of the mailpieces reported on the postage statement must meet the Full-Service requirements.

Residual pieces that are part of a full-service mailing, but do not meet full-service requirements meet all other promotion requirements may be contained on the mailing statement and will qualify for the discount.

Mailings must be submitted electronically via mail.dat, mail.xml or Postal Wizard. Mailings submitted via Postal Wizard cannot exceed 9,999 pieces.

Mailings that are prepared and entered by an entity other than the mail owner must indicate the owner's identity in the electronic documentation ("eDoc"). The eDoc must identify the mail owner and mail preparer in the By/For fields by Customer Registration ID (CRID).

In a commingled, combined or co-mailing, separate postage statements must be used for mailpieces not meeting promotion requirements.

Mail.dat & Mail.XML Component Characteristics Record (CCR) options

To claim the promotion discount, populate the CCR for the 2015 Color Transpromo Promotion with "CP"

- Supported Mail.dat versions:
 - 14-2, 15-0
- Supported Mail.XML versions:
 - 15.0A, 16.0

Commingled and Combined Mailings

Commingled, combined, and co-mail mailings (including MLOCR mailings) may only qualify for the Promotion if:

- All of the pieces commingled in the mailing meet program requirements, or;
- The mailings include multiple clients (or versions) but have separate postage statements generated for the mailpieces that meet all eligibility requirements.

Mailing Date

Mail must be tendered for acceptance during the promotion period, June 1 – November 30, 2015. All promotion eligible mailings must be accepted and entered in PostalOne! no earlier than 12:00:00AM on 06/01/2015 and no later than 11:59:59 pm on 11/30/2015 (the last day of the promotion). THE DISCOUNT MUST BE CLAIMED AT THE TIME OF MAILING AND CANNOT BE REBATED AT A LATER DATE.

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If PostalOne! issues arise during the promotion period which prevent the timely finalization of Postage Statements in PostalOne! please follow the instructions illustrated in the PostalOne! External Contingency Plan:

https://ribbs.usps.gov/intelligentmail_latestnews/documents/tech_guides/PostalOneExternalContingencyPlan.pdf

Postage Payment Method

Postage must be paid using a Permit Imprint or Precanceled Stamp permit. Some Meter Permit mailings may qualify. OMAS and "Official Government Mail" mailings are not eligible for the promotion.

Meter Mail/Precancelled Payment Option

Meter mailers who wish to claim the incentive must affix the appropriate reduced promotion amounts listed in the table below. Mailers must select the appropriate Affixed Method option as follows:

- VAR/CVAR Meter Mail: all options are available (Lowest, Correct and Neither)
- NonVAR/CVAR Meter Mail: only option available is "Neither"
- Precancelled: Only "Neither" is an option

Any net postage due for the mailing must be paid from an advanced deposit (permit) account.

Processing Category	Incentive Postage Amount Affixed
First-Class Mail Letters auto and presort	0.25
First-Class Mail Non Machinable Letters	0.45

D. Requirements at Mail Acceptance and Post-Mailing

The mailer must provide a hard copy, unaddressed full sample of the mailpiece showing the placement of the consumer or marketing messaging to the Business Mail Entry Unit/acceptance clerk. If a mailing agent submits promotional mailings from multiple mailers, a hard copy sample of each mailer's mailpiece must be presented. Addressed samples will not be accepted, If pieces are variably printed, one sample that is comparable to the mailing may be presented.

In limited circumstances mailers using the same messaging with limited variations throughout the promotion period may contact the program office for an alternate process for mailpiece sampling. These mailers must be able to send the Program Office samples of the pre-print/input sheet as well as samples of the dynamic print versions. Samples must be submitted at least three weeks in advance of the initial mailing. In addition, a list of all BMEUs that will be used for mail entry throughout the promotion must be provided to the Program Office.

Post Mailing Requirements: The Program Office will review sample mailpieces collected at BMEUs to verify that submissions meet program requirements. The Postal Service reserves the right to pursue a revenue deficiency for mailings that do not meet all program requirements, to unenroll the mailer from the program or restrict participation in future promotions.

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Additionally, all mailers who receive the discount must retain an electronic or hard copy sample of the mailpiece until March 30, 2016, and if requested by the Postal Service, must forward such sample to the Promotion Program Office.

IV. TECHNICAL INFORMATION

For technical information, please refer to the relevant posted [Technical Specifications](https://ribbs.usps.gov/intelligentmail_schedule2014/releaseoverview2014.cfm) on RIBBS at: https://ribbs.usps.gov/intelligentmail_schedule2014/releaseoverview2014.cfm

V. PROGRAM OFFICE CONTACT INFORMATION

Further questions can be directed to the Program Office.

Email: FCMColorPromotion@usps.gov

Facsimile: 202-268-0238

Mail: US Postal Service
Attn: Color Print Promotion
PO Box 23282
Washington, DC 20026-3282

Information and resources will also be posted online

at: <https://ribbs.usps.gov/index.cfm?page=mailingpromotions>

Date	Section	Reason For Revision	Version
1/13/2015		Initial Requirements	1
2/9/2015		Updated Mailpiece Content Requirements	2
02/25/2015		Updated Mailing Date Requirements	3
02/25/2015		Updated Mailpiece Content Requirements	4
03/04/2015		Updated Mailing Date Requirements	5
5/5/2015		Updated dates	6